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Press Release

AWIND INTRODUCES FIRST <\$100 WIRELESS DIGITAL MEDIA PLAYER

TAIPEI, TAIWAN (27 September, 2004) – Awind, Inc., a provider of wireless multimedia networking devices and solutions for the digital home, introduced today its MediaCaster™ Wireless Digital Media Player product. The MediaCaster, and its companion MediaMaster™ software, work seamlessly with the IEEE 802.11g/b WLANs millions of consumers already have, allowing them to access digital music, photos, and videos stored on their PCs from the comfort of the couch. The MediaCaster can be seen for the first time at CEATEC 2004, October 5-9 at the Makuhari Messe in Tokyo, Japan in the DLNA Pavilion Hall #1 Booth # 1A04.

The MediaCaster wireless DMP ushers in a new era of digital home connectivity for multimedia content. Low profile, lightweight and attractive, a MediaCaster will comfortably and unobtrusively fit into any consumer's home entertainment center. Using a remote control and an exceptionally friendly on-screen display, set up is no more difficult than for a new TV. The MediaMaster software is a powerful and simple to use application that gives users incredible control over their digital content and runs on the common Windows operating system.

Awind expects that the MediaCaster can be priced at the retail sweet spot of <\$100 dollars given the product's ODM pricing. Unlike competitive products selling for \$129-299, the MediaCaster is expected to help the market for DMPs to take off.

“Our primary design goal for the MediaCaster was to create a multimedia networking product truly for consumers. One that would provide for the best experience in performance, form-factor, and in function,” said Dr. Eugene Yen, President at Awind. “Thus, we designed a product from scratch optimized specifically for near-zero configuration experience and least cost that would take advantage of its benefits.”

Awind expects to begin shipping the MediaCaster later this year.

Base in Taipei, Taiwan, Awind is an ODM developer, manufacturer and supplier of multimedia IP networking products and solutions for 802.11x WLANs. In addition to its MediaCaster DMP, Awind offers a variety of other DMPs, modules, integrated solutions for business applications, and development services for OEMs, brands, and VARs worldwide.

The Awind Logo, MediaCaster, and MediaMaster are registered trademarks of Awind Inc. Windows® is a trademark of Microsoft Corporation.